

ABSTRACT

Abstract: *This study was conducted to determine whether there is a positive and significant effect of Product Quality on Consumer Loyalty, second to find out whether there is a positive and significant effect of Service Quality on Consumer Loyalty, third to determine whether there is a positive and significant effect of Customer Satisfaction on Consumer Loyalty and fourth to determine whether there is a positive and significant effect of Customer Satisfaction on Consumer Loyalty. determine whether there is a positive and significant influence between Product Quality, Service Quality and Customer Satisfaction on Consumer Loyalty. The population used in this study were consumers of the Tuku Coffee Shop in Tangerang and West Jakarta. The number of respondents in this study were 200 people, with non-probability sampling techniques and convenience sampling. Data processing was then carried out with the PLS program and tested each hypothesis. The results are (1) Product Quality has a positive influence on Consumer Loyalty (2) Service Quality has a positive influence on Customer Loyalty (3) Customer Satisfaction has a positive influence on Consumer Loyalty (4) Product Quality, Service Quality and Customer Satisfaction have a positive influence on Customer Loyalty. Consumer Loyalty.*

Keywords :*Product Quality, Service Quality, Customer Satisfaction, Customer Loyalty.*